



WLFL-TV 3rd Quarter Public Service Report

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To Whom It May Concern:

The attached is a compiled list of program descriptions of public affairs shows, which WLFL produced to serve the community's interest during the 3rd quarter (July 1st to September 30, 2001) of the broadcast calendar year.

Community Calendar:

WB 22 Community Calendar

Local non-profit organizations utilize this community service project to promote local community events and activities. The Community Calendar airs daily at 12 noon. It is 60 seconds in length and is comprised of 3 announcements at 20 seconds each.

In the 3rd quarter, WLFL aired approximately 65 announcements for a total of 65 minutes of community announcements.

Public Service Announcements:

In addition to the attached, WLFL aired public service announcements covering a number of topics which include the following subject matter: **Crime, Drugs/Alcohol, Education, Employment/Economy, Environment, Health, Youth/Teens, Volunteering, Fitness, Family and Government.** During the 3rd quarter of 2001, WLFL aired approximately 8 hours and 10 minutes of public service announcements. These public service announcements range from 10 seconds to 60 seconds in length. The public service announcements aired daily between sign on to sign off seven days a week (Attached is a complete list of Public Service Announcements aired during first quarter)

Locally produced Public Service Announcements:

During the 3rd quarter we aired 3 PSA's which focused on local events in the Raleigh area (Kids Fest, Flags for Freedom and SBG PSA). Kids Fest is an annual event, which gives children a place to learn about different organization like the police department while having fun. Flags for Freedom was a one-day event to raise money for the Red Cross Disaster Relief for the victims of September 11th. The SBG PSA was a locally produced PSA that encouraged the community to support the president and our nation during these trouble times.

Network produced Public Service Announcements:

No Network produced Public Service Announcements during the 3rd quarter.

Public Service Programs:

The following programs were produced by WLFL with the goal of educating all sectors of the community as to the issues that affect them regionally, as well as nationally. These shows highlight topics of interest and organizations that provide necessary information and/or services for the betterment of those who are in need of mental, emotional or physical assistance in the Triangle and surrounding communities.

Program Title: WB22 News at Ten

Date/Time: Monday-Friday 10-11:00 PM

Saturday-Sunday 10-10:35 PM

Issue: Various

Type: Locally Produced

Program Topic and Description:

This news program in addition to reporting the daily events of day related issues, such as crime and safety, government, education, etc, also provides information of a preventive, instructional, and community-oriented nature. Daily segments include "22 to Your Health" uncovers the latest medical breakthroughs, "22 it's your Money," it shows you how to keep more money in your pocket. "Business Report" gives the viewers the latest financial information. "How Stuff Works?" Focuses on different questions people might have on how things work. Anchored by Bob Vernon, Tracy West, Rick Sullivan, Mike Solarte, Tamara Gibbs, David Leval and Bill Reh.

Other Station Public Services:

The WB Television Network programs

On September 30th at 7pm, the WB aired the program "The day it all changed". This was a program that focused on the concerns that teens have about the American Crisis. Lisa Ling hosted the event. They even had students from Afghanistan and Pakistan to speak. This program showed the real concerns of teens in America today.

WB22 News at Ten Anchors in the community

WLFL's news anchors are a vital part of the community. Not only do they deliver the news on a daily basis, but also they have an active role in the community.

Bob Vernon

Emcee for State Fourth of July Celebration, **July 4th**

Media Day for SAS Championship, Senior PGA Tour event, **Aug. 27th**

Emcee for United Way kickoff at IBM in Research Triangle Park, **Oct 1st**

Bill Reh

Speech to 80 second graders at Wendell-Carver Elementary School, **Sept 11th**

Speech to 40 sixth graders at Immaculate Catholic School, **Sept. 21st**

Rick Sullivan

Media day participant at Jimmy V golf classic, **July 23rd**

Emcee for father-son breakfast at St. Michael's Catholic Church, **Sept 9th**

Station Events

On September 22nd, WFLA was a sponsor of the annual Kids Fest. The event was from 11am to 5pm. Some of the activities were feeding animals, pony rides, Kids Karaoke, finger paint, and lot more. Kids Fest is a safe fun way for kids to learn and have fun.

On September 29th, WFLA was a sponsor of the first annual Touch a Truck. The event was from 11am to 2pm. Touch a Truck is where kids get a chance to learn by hands on experience how certain community vehicles work. For example fire truck, police car, WFLA news live truck, book mobile, EMS vehicle, and SCF mobile unit.

On September 18th WFLA organized a fundraiser for the American Red Cross Disaster Relief fund for the victims on September 11th. The event was called Flags for Freedom. As the people came by to donate money we give them red, white, and blue ribbon to put on their car. We raise over 100 thousand dollars.

Community Outreach –Schools

WFLA outreaches to schools through job shadowing day, where students from area schools spend the day at the station and learn what employees at a television do day to day.

